

Measure A

IMPARTIAL ANALYSIS PREPARED BY THE CITY ATTORNEY

Measure A is a referendum of the Morgan Hill City Council's February 6, 2019 adoption of Ordinance No. 2295, New Series, which amends the master plan for the Madrone Village Shopping Center to allow two new four-story hotels in the commercial development at the corner of Madrone Parkway and Cochrane Road. The measure was placed on the ballot as a result of receipt by the City Clerk of a petition signed by the requisite number of voters.

Approval of Measure A would affirm Ordinance No. 2295, New Series and the amendment to the master plan will be approved. If the measure fails, then amendment to the master plan will be denied.

Current Zoning:

The Madrone Village Shopping Center is partially developed, with an existing 27,580 square feet of commercial space. Under the existing master plan, a developer could build an additional 48,632 square feet of retail in a single building.

Proposed Amendment:

A yes vote on Measure A would allow the property owner to replace the planned 48,632 square foot retail building with two new hotels.

Effect of the Ordinance:

The proposed ordinance is consistent with the Morgan Hill General Plan, which encourages the development of amenities that support workers and businesses, including hotels. The proposed ordinance is also consistent with the City's Economic Blueprint, which encourages zoning decisions that support the creation of new hotels.

The City's Economic Development Department estimates that two new hotels would generate approximately \$800,000 per year in transient occupancy tax revenues, which would be used to fund City services, including public safety and street maintenance.

A yes vote in favor of Measure A will allow the development of two new hotels in the Madrone Village Shopping Center.

A no vote against Measure A will preserve the existing master plan, which allows the development of a single 48,632 square foot retail building.

FILED
DEC 13 2019

REGISTRAR OF VOTERS
COUNTY OF SANTA CLARA

By CPK Deputy

